

What is IMBY?

IMBY (In My Backyard) will help you to adapt to a sustainable/green lifestyle. In the coming decades we will face an increasing global population which means that sharing the world's resources is becoming an increasing challenge. One of the main problems to accelerate the development towards sustainable use of the Earth's resources is NIMBY (Not In My Backyard). NIMBY stands for the ignorance of the population to accept changes. We want to be progressive global citizens, with an active and conscious lifestyle, IMBY is the new approach!

Background information

Since the industrial revolution the societal explosion has caused a vast array of benefits and problems. Only now are we starting to realize the global impacts. Increasing GHG emissions are rising global temperatures and causing climate change. The over-exploitation of natural resources are leading to depletions that in turn lead to political unrest. The over-consumption of these resources and the waste resulting from it is causing degradation of the ecological services provided to us by nature. Why are we allowing this degradation of our only home, our globe? Global awareness of the consequences of human domination is rising but not sufficient. It is time for us to start bearing our social and moral responsibilities again in becoming world citizens, and not just lazy, ignorant consumers. Its time to join IMBY!

Who is IMBY?

IMBY is your personal Avatar that will show you your ecological footprint and compare it with the footprint of your friends, your co-citizens and people from all over the world. In the IMBY game you can build a virtual perfect world, by following your aspirations. Following these, IMBY provides price reductions for new technologies that can improve your IMBY status. You can choose to show this status at your profiles on Facebook, LinkedIn and others

Vision

As IMBY we want to increase the awareness & actions toward climate change. Our aim is to add a fun way to adapt society values toward climate change.



The IMBY team

The IMBY crew consist of 5 students/young professionals with a various background:

- Katharina Bunse | Business & Engineering
- Miguel Launay | IBusiness & Entrepreneurship
- Nicolein Blanksma | Environmental Sciences
- Richard Hebly | Sustainable Development
- Tom Bijkerk | Hydrology & Communication

The IMBY concept – Profile Vs. Game

The game takes your profile and places it in a virtual context. The time is speeded up, giving the opportunity to make simulations on how potential behavioral changes will influence your future profile.

Avatar: The characteristics (color and size of feet, smile etc.) of the avatar, named IMBY, will change over time according to the behavior of the user according to the five parameters.

Your IMBY profile

Your profile is based on on your actual lifestyle and is measured in four parameters; health, happiness, education, GHG emission, water consumption. These five parameters change over time based on lifestyle.

Profile	Progress
CO ₂	<div><div></div></div>
+	<div><div></div></div>
😊	<div><div></div></div>
🎓	<div><div></div></div>
💧	<div><div></div></div>

What we offer

We offer:

- a visual representation of how your lifestyle influences the planet
- a glance of how you can improve your lifestyle
- use your various networks (Facebook, twitter etc.) to show your friends the progress of your lifestyle meters
- compare yourself to others in all different scales, ranging from local to global and see the global joint reductions

GO TO IMBY.com AND GET YOUR ACCOUNT NOW!!